



WFSB Fairfield County
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

CONTRACT

Contract / Revision 494049 /		Alt Order # 06311998
Product MCMAHON IIGFSBII		
Contract Dates 10/16/12 - 10/22/12		Estimate # 1331
Advertiser McMahon for Senate		Original Date / Revision 10/17/12 / 10/17/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station GFSB	Account Executive Heather Uttley	Sales Office HRP-WASHING
Special Handling		
Demographic Adults 35+		
IDB# 1021	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	GFSB	10/16/12	10/19/12	6AM-6:30AM Eyewitness Nev	6AM-6:30AM		:30			NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				2	\$40.00			
2	GFSB	10/16/12	10/19/12	6:30AM-7AM Eyewitness Nev	6:30AM-7AM		:30			NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				3	\$50.00			
3	GFSB	10/16/12	10/19/12	7AM-9AM The Early Show	7AM-9AM		:30			NM	4	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				4	\$30.00			
4	GFSB	10/16/12	10/19/12	Eyewitness News at Noon	12PM-12:30PM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				1	\$50.00			
5	GFSB	10/16/12	10/19/12	5PM-5:30PM Eyewitness Nev	5PM-5:30PM		:30			NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				2	\$65.00			
6	GFSB	10/16/12	10/19/12	5:30PM-6PM Eyewitness Nev	5:30PM-6PM		:30			NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				2	\$65.00			
7	GFSB	10/16/12	10/19/12	6PM-6:30PM Eyewitness Nev	6PM-6:30PM		:30			NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				2	\$90.00			
8	GFSB	10/16/12	10/19/12	7PM-7:30PM	7PM-7:30PM		:30			NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				2	\$90.00			
9	GFSB	10/16/12	10/19/12	7:30PM-8PM	7:30PM-8PM		:30			NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				2	\$90.00			
10	GFSB	10/16/12	10/19/12	5AM-5:30AM Eyewitness Nev	5AM-5:30AM		:30			NM	3	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				3	\$20.00			
11	GFSB	10/16/12	10/19/12	5:30AM-6AM Eyewitness Nev	5:30AM-6AM		:30			NM	3	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 494049 /		<u>Alt Order #</u> 06311998
<u>Contract Dates</u> 10/16/12 - 10/22/12	<u>Product</u> MCMAHON !!GFSB!!	<u>Estimate #</u> 1331
<u>Advertiser</u> McMahon for Senate		<u>Original Date / Revision</u> 10/17/12 / 10/17/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				3	\$30.00			
12	GFSB	10/16/12	10/19/12	Eyewitness News	11PM - 11:35PM		:30			NM	3	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWTF--				3	\$65.00			
13	GFSB	10/16/12	10/16/12	NCIS	8PM-9PM		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1-----				1	\$300.00			
14	GFSB	10/20/12	10/20/12	SA Eyewitness News	6AM-7AM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1-				1	\$20.00			
15	GFSB	10/20/12	10/20/12	SA Eyewitness News	7AM-9AM		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1-				1	\$35.00			
16	GFSB	10/21/12	10/21/12	SU Eyewitness News	6AM-7AM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$20.00			
17	GFSB	10/21/12	10/21/12	SU Eyewitness News	7AM-9AM		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$35.00			
18	GFSB	10/21/12	10/21/12	CBS Sunday Morning	9AM-10:30Am		:30			NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$85.00			
19	GFSB	10/21/12	10/21/12	Su 10:30AM-11:30AM ROT	10:30AM-11:30AM		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$55.00			
20	GFSB	10/21/12	10/21/12	Patriots Football	1pm-7pm		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----4				4	\$350.00			
21	GFSB	10/21/12	10/21/12	Delayed 60 Minutes	730-830p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$550.00			
22	GFSB	10/21/12	10/21/12	Delayed The Mentalist	1030-1130p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$200.00			
23	GFSB	10/22/12	10/22/12	6AM-6:30AM Eyewitness Nev	6AM-6:30AM		:30			NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$40.00			
24	GFSB	10/22/12	10/22/12	6:30AM-7AM Eyewitness Nev	6:30AM-7AM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$50.00			
25	GFSB	10/22/12	10/22/12	7AM-9AM The Early Show	7AM-9AM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$30.00			
26	GFSB	10/22/12	10/22/12	Eyewitness News at Noon	12PM-12:30PM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$50.00			
27	GFSB	10/22/12	10/22/12	5PM-5:30PM Eyewitness Nev	5PM-5:30PM		:30			NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$65.00			

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
28	GFSB	10/22/12	10/22/12	5:30PM-6PM Eyewitness Nev	5:30PM-6PM		:30			NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$65.00			
29	GFSB	10/22/12	10/22/12	6PM-6:30PM Eyewitness Nev	6PM-6:30PM		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$90.00			
30	GFSB	10/22/12	10/22/12	7PM-7:30PM	7PM-7:30PM		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$90.00			
31	GFSB	10/22/12	10/22/12	7:30PM-8PM	7:30PM-8PM		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$90.00			
32	GFSB	10/22/12	10/22/12	5AM-5:30AM Eyewitness Nev	5:30AM-5:30AM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$20.00			
33	GFSB	10/22/12	10/22/12	5:30AM-6AM Eyewitness Nev	5:30AM-6AM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$30.00			
34	GFSB	10/22/12	10/22/12	M-SU Eyewitness News @ 11	11PM-11:35PM		:30			NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$65.00			
35	GFSB	10/22/12	10/22/12	Presidential Debate	9pm-11pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$300.00			
N 36	GFSB	10/16/12	10/16/12	National Debates	9pm-11pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1-----				1	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	GFSB	10/15/12-10/21/12	National Debates	9pm-11pm	-Tu-----	:30		\$300.00	NM		
	See MG 36.2											
	2	GFSB	10/18/12-10/18/12	Big Bang/2.5 Men	8PM-9PM	----Th-----	:30		\$300.00	NM		
	Ⓜ MG for 36.1 10/16											
37	GFSB	10/22/12	10/22/12	M-SU Eyewitness News @ 11	11PM-11:35PM		:30			NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$65.00			
38	GFSB	10/18/12	10/18/12	Person of Interest	9PM-10PM		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				1	\$300.00			
39	GFSB	10/19/12	10/19/12	Blue Bloods	10PM-11PM		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----F--				1	\$200.00			
D 40	GFSB	10/21/12	10/21/12	Amazing Race	830-930p		:30			NM	0	\$0.00
41	GFSB	10/21/12	10/21/12	Delayed The Good Wife	930-1030p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$350.00			
Totals											60	\$6,445.00

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Contract / Revision	Alt Order #
494049 /	06311998

Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	MCMAHON IIGFSB!!	1331

Advertiser	Original Date / Revision
McMahon for Senate	10/17/12 / 10/17/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	60	\$6,445.00	\$5,478.25
Totals	60	\$6,445.00	\$5,478.25

Signature: _____ Date: _____

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